Table of Contents

Research Articles

1 Consumers as “Integrators” of Marketing Communications: When “Like” is as Good as “Buy”
Kelley O’Reilly, Sales and Business Marketing Program, Haworth College of Business, Western Michigan University, Kalamazoo, MI, USA
Karen M. Lancendorfer, Advertising and Promotion Program, Haworth College of Business, Western Michigan University, Kalamazoo, MI, USA

16 Social Media Marketing in the Scandinavian Industrial Markets
Jari Salo, Department of Marketing, Oulu Business School, University of Oulu, Oulu, Finland
Tuula Lehtimäki, Department of Marketing, Oulu Business School, University of Oulu, Oulu, Finland
Henri Simula, Department of Industrial Engineering and Management, School of Science, Aalto University, Espoo, Finland
Matti Mäntymäki, Department of Management and Entrepreneurship, Information Systems Science, Turku School of Economics, University of Turku, Finland

33 Empirical Insights on the Effect of User-Generated Website Features on Micro-Conversions
Christian Holsing, Faculty of Business Administration and Economics, University of Hagen, Hagen, Germany
Carsten D. Schultz, Faculty of Business Administration and Economics, University of Hagen, Hagen, Germany

47 Online Engagement and Impact: The Case of Greek Politicians during the Financial Crisis
Savvas Papagiannidis, Business School, Newcastle University, Newcastle upon Tyne, UK
Teta Stamati, Department of Informatics & Telecommunications, National and Kapodistrian University of Athens, Athens, Greece
Hartmut Behr, School of Geography, Politics and Sociology, Newcastle University, Newcastle upon Tyne, UK

Copyright
The International Journal of E-Business Research (IJEBR) (ISSN 1548-1131; eISSN 1548-114X), Copyright © 2013 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.